

PRODUCT PROMOTION PLAN

6th Sales Cycle

Nov. 4-Dec. 27, 1974

TO: FIELD SALES FORCE
FROM: J. J. GILLIS

This is the final Sales Cycle for 1974. We have an excellent opportunity to end the year with an all time high in total sales and in our share of market.

A main objective to be achieved during this cycle is complete product availability on all our major packings in all retail outlets.

We believe through your continued dedication, coupled with the additional exciting advertising, merchandising, and sales programs now in effect, our objectives will be met.

We are very confident that you can meet this challenge.

JJG:MV



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